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IN THE CLAIMS

1.   Canceled.

2.   Canceled.

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3.   (Amended) The printing system of claim 8, wherein the reorder information includes a universal resource locator for a website[1, wherein the customized message is received by the front-end computer sub-system from the user on a user interface over the Internet].

10   4.   (Amended) The printing system of claim 8, wherein the reorder information includes a telephone number [1, wherein a plurality of images prints are printed by the printer and different user-generated and customized messages are printed on the back sides of the image prints].

15   5.   (Amended) The printing system of claim 8, wherein the reorder information uniquely identifies the image print[1, wherein the image print is a photographic print].

6.   (Amended) The printing system of claim 8, wherein the reorder information uniquely identifies the recipient[1, wherein the image print is a greeting card, a holiday card, a
20   invitation card, a thank you card, a playing card, a postcard, or a calendar].

7.   (Amended) The printing system of claim 8, wherein the reorder information uniquely identifies the image[1, further comprising a computer storage device that stores the image and the customized message in association with the image].

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8.   (Amended) A method for producing image prints having customized message from a user to a recipient, comprising:
        providing an image;
        receiving a customized message in association with the image, wherein the message
30   includes reorder information [is generated by the user for the recipient];

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printing the image on the front side of a paper substrate to produce an image print;

printing the [user-generated and] customized message on the back side of the paper substrate; and

sending the image print having the customized message to the recipient.

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9. (Original) The method of claim 8, wherein the customized message includes a remark about the image from the user to the recipient.

10. (Amended) The method of claim 9[8], wherein the customized message is received

10 from the user on a user interface over the Internet.

11. (Amended) The method of claim 8, further comprising

printing a plurality of images prints; and

printing different [user-generated and] customized messages on the back sides of the

15 image prints.

12. (Original) The method of claim 8, wherein the image print having the customized message is a photographic print.

20 13. (Original) The method of claim 8, wherein the image print having the customized message is a greeting card, a holiday card, a invitation card, a thank you card, a playing card, a postcard, or a calendar.

14. (Original) The method of claim 8, wherein the recipient is the user.